

## ABSTRACT

A digital audio broadcast channel is used in accordance with the principles of the present invention to broadcast local content information signals included with an associated geographically identifying code (e.g., a zip code) for reception only by those receivers associated with the geographically identifying code. Preferably, local content broadcasts containing audible information are preferably compressed for transmission to increase the capacity of the channel. A disclosed receiver monitors received signals for active local broadcasting relating to that particular locality, and switches to the reception of that local content information signal instead of the normal mode of reception of a general broadcast information signal for the duration of the local content information signal. Preferably, the unique local broadcast identifier code is contained in a header of the transmitted data packets. General broadcast content information and local content information can be received substantially simultaneously such that the audio signals relating to the general broadcast content and the local content are superimposed on one another, or reception of the local information may preempt reception of general broadcast information.

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